

Abstract

Graduation Level of Proficiency Paper

Specialist's degree

Title: Speech influence in advertising texts

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Topical Importance: insufficient study of perception verbs' semantic characteristics.

Goals: analyzing radial categories and cognitive models, typical for different groups of perception verbs.

Tasks: to study theoretical concepts of lexical meaning of perception verbs on the basis of cognitive approach, to characterize the class of perception verbs, representing them in the system of lexical-semantic groups and subgroups to and study the correlations of these verbs with the other semantic sets, to study the components of perception verbs' lexical meaning; to build cognitive models of perception verbs.

Theoretical Value and Practical Applicability: the research materials and findings may be useful in the study of the some important problems of linguistics such as verb meaning and polysemy.

Results: Perception verbs fall into three groups and form radial categories. Verbs of the passive perception group function as the basis of the verbs forming two remaining groups. All the verbs function according to the same frame but each group model accentuates different aspects of action and different sides of subject.

Implementation advice: the results of research may be applicable to verb studies in cognitive linguistics, semantics, syntax and lexicography.